

Submit original with signatures + 1 copy + electronic copy to Faculty Senate (Box 7500).
See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures/> for a complete description of the rules governing curriculum & course changes.

TRIAL COURSE OR NEW COURSE PROPOSAL

SUBMITTED BY:

Department	Communication	College/School	CLA
Prepared by	Peter A. DeCaro	Phone	474-6799
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1. **ACTION DESIRED**
(CHECK ONE): Trial Course New Course

2. **COURSE IDENTIFICATION:** Dept **Comm** Course # **F485** No. of Credits **3**

Justify upper/lower division status & number of credits: **This course adds another dimension to the 300 and 400 level organizational communication courses and applied communication in training and development course.**

3. **PROPOSED COURSE TITLE:** **Management Communication**

4. **To be CROSS LISTED?** **NO** If yes, Dept: Course #

(Requires approval of both departments and deans involved. Add lines at end of form for additional required signatures.)

5. **To be STACKED?** **NO** If yes, Dept. Course #

Stacked course applications are reviewed by the (Undergraduate) Curricular Review Committee and by the Graduate Academic and Advising Committee. Creating two different syllabi—undergraduate and graduate versions—will help emphasize the different qualities of what are supposed to be two different courses. The committees will determine: 1) whether the two versions are sufficiently different (i.e. is there undergraduate and graduate level content being offered); 2) are undergraduates being overtaxed?; 3) are graduate students being undertaxed? In this context, the committees are looking out for the interests of the students taking the course. Typically, if either committee has qualms, they both do. More info online – see URL at top of this page.

6. **FREQUENCY OF OFFERING:** **Every summer session**
Fall, Spring, Summer (Every, or Even-numbered Years, or Odd-numbered Years) — or As Demand Warrants

7. **SEMESTER & YEAR OF FIRST OFFERING**
(AY2013-14 if approved by 3/1/2013; otherwise AY2014-15) **Summer session 2017**

8. COURSE FORMAT:

NOTE: Course hours may not be compressed into fewer than three days per credit. Any course compressed into fewer than six weeks must be approved by the college or school's curriculum council. Furthermore, any core course compressed to less than six weeks must be approved by the core review committee.

COURSE FORMAT: (check all that apply)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input checked="" type="checkbox"/> 6 weeks to full semester
OTHER FORMAT (specify)						
Mode of delivery (specify lecture, field trips, labs, etc)	e-learning					

9. **CONTACT HOURS PER WEEK:** **3** LECTURE hours/weeks LAB hours /week PRACTICUM hours /week

Note: # of credits are based on contact hours. 800 minutes of lecture=1 credit. 2400 minutes of lab in a science course=1 credit. 1600 minutes in non-science lab=1 credit. 2400-4800 minutes of practicum=1 credit. 2400-8000 minutes of internship=1 credit. This must match with the syllabus. See <http://www.uaf.edu/uafgov/faculty-senate/curriculum/course-degree-procedures-/guidelines-for-computing-/> for more information on number of credits.

OTHER HOURS (specify type)

10. COMPLETE CATALOG DESCRIPTION including dept., number, title, credits, credit distribution, cross-listings and/or stacking (50 words or less if possible):

Example of a complete description:

**FISH F487 W, O Fisheries Management
3 Credits Offered Spring**

Theory and practice of fisheries management, with an emphasis on strategies utilized for the management of freshwater and marine fisheries. *Prerequisites: COMM F131X or COMM F141X; ENGL F111X; ENGL F211X or ENGL F213X; ENGL F414; FISH F425; or permission of instructor.* Cross-listed with NRM F487. (3+0)

COMM F470 Management Communication

3 credits (3+0) Offered every summer session.

Management Communication is designed for the professional world. It explores the range of communication issues a manager will face in an organizational environment. It addresses enduring issues – goal setting, audience analysis, message creation, managing meetings, diversity, giving & receiving feedback, choosing media, communicating with external audiences, communicating change, personal & corporate ethics, effective writing and speaking, and electronic communication. *Prerequisites: Any F100 level Communication course or ENG 111 or permission of instructor.* Students can expect a minimum of 3 contact hours per week with the instructor.

11. COURSE CLASSIFICATIONS: Undergraduate courses only. Consult with CLA Curriculum Council to apply S or H classification appropriately; otherwise leave fields blank.

H = Humanities S = Social Sciences

Will this course be used to fulfill a requirement for the baccalaureate core? **If YES, attach form.** YES: NO:

IF YES, check which core requirements it could be used to fulfill:

O = Oral Intensive, **Format 6** W = Writing Intensive, **Format 7** Natural Science, **Format 8**

11.A Is course content related to northern, arctic or circumpolar studies? If yes, a "snowflake" symbol will be added in the printed Catalog, and flagged in Banner.

NO

12. COURSE REPEATABILITY:

Is this course repeatable for credit? YES NO

Justification: Indicate why the course can be repeated (for example, the course follows a different theme each time).

How many times may the course be repeated for credit? TIMES

If the course can be repeated for credit, what is the maximum number of credit hours that may be earned for this course? CREDITS

If the course can be repeated with variable credit, what is the maximum number of credit hours that may be earned for this course? CREDITS

13. GRADING SYSTEM: Specify only one. Note: Later changing the grading system for a course constitutes a Major Course Change.

LETTER: PASS/FAIL:

RESTRICTIONS ON ENROLLMENT (if any)

14. PREREQUISITES Any F100 level Communication course or ENG 111, or permission of instructor

These will be *required* before the student is allowed to enroll in the course.

Reference the registration implications below due to Banner coding of these terms:

Prerequisite: Course completed and grade of "C" (2.0) or higher prior to registering for the course that requires it.

Concurrent: Course may be taken simultaneously (and allows for a course to have been previously completed).

Co-requisite: Courses MUST be taken simultaneously and does NOT allow for fact that a course was previously completed!

15. SPECIAL RESTRICTIONS, CONDITIONS

16. PROPOSED COURSE FEES

\$

Has a memo been submitted through your dean to the Provost for fee approval?

Yes/No

17. PREVIOUS HISTORY

Has the course been offered as special topics or trial course previously?
Yes/No

YES

If yes, give semester, year, course #, etc.:

Summer 2013, 2015 As F495 Management Communication

18. ESTIMATED IMPACT

WHAT IMPACT, IF ANY, WILL THIS HAVE ON BUDGET, FACILITIES/SPACE, FACULTY, ETC.

No impact

19. LIBRARY COLLECTIONS

Have you contacted the library collection development officer (kljensen@alaska.edu, 474-6695) with regard to the adequacy of library/media collections, equipment, and services available for the proposed course? If so, give date of contact and resolution. If not, explain why not.

No

Yes

March, 2012, library has extensive materials on management and communication.

20. IMPACTS ON PROGRAMS/DEPTS

What programs/departments will be affected by this proposed action?
Include information on the Programs/Departments contacted (e.g., email, memo)

none

21. POSITIVE AND NEGATIVE IMPACTS

Please specify **positive and negative** impacts on other courses, programs and departments resulting from the proposed action.

This course may be welcomed at the School of Business.


JUSTIFICATION FOR ACTION REQUESTED


The purpose of the department and campus-wide curriculum committees is to scrutinize course change and new course applications to make sure that the quality of UAF education is not lowered as a result of the proposed change. Please address this in your response. This section needs to be self-explanatory. Use as much space as needed to fully justify the proposed course.


This course covers a range of communication issues a manager will face in the workplace. It addresses enduring issues such as – how to write well, how to speak well, how to devise a successful communication strategy – as well as evolving issues, such as how to make the best use of telecommunications technology. In addition the course addresses most of the principles of effective communication in the workplace, they include: defining a clear goal, analyzing the context in which you are operating, understanding the needs and interests of your audience, defining an appropriate message, choosing the right media, and providing ample opportunity for feedback. This course adds one more dimension to the Professional Communication degree.

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APPROVALS: Add additional signature lines as needed.

	Date	1-20-16
Signature, Chair, Program/Department of:	CLA	

	Date	1-26-16
Signature, Chair, College/School Curriculum Council for:	CLACC	

	Date	1/25/16
Signature, Dean, College/School of:	CLA	

Offerings above the level of approved programs must be approved in advance by the Provost.

	Date	
Signature of Provost (if above level of approved programs)		

ALL SIGNATURES MUST BE OBTAINED PRIOR TO SUBMISSION TO THE GOVERNANCE OFFICE

	Date	
Signature, Chair		
Faculty Senate Review Committee: <input type="checkbox"/> Curriculum Review <input type="checkbox"/> GAAC		
<input type="checkbox"/> Core Review <input type="checkbox"/> SADAC		

ADDITIONAL SIGNATURES: (As needed for cross-listing and/or stacking)

	Date	
Signature, Chair, Program/Department of:		

	Date	
Signature, Chair, College/School Curriculum Council for:		

	Date	
Signature, Dean, College/School of:		

JAN 26 2016

College of Liberal Arts

COMM F495, 3 credits
Management Communication Syllabus Summer 2015
May 28 – July 3, 2015

Professor: Dr. Peter A. DeCaro

Office: Grue 503G

Office phone: 907-474-6799

email: padecaro@alaska.edu

Classroom: Online in Blackboard

Virtual Hours: 7:00pm-8:00pm MTWR and by appointment

Required Textbooks:

Hattersley, M.E. & McJannet, L. (2008). *Management Communication: Principles and Practices*, 3rd ed. New York: McGrawHill.

Course Description

COMM F495 Topics: Management Communication is designed for the professional world. It explores the range of communication issues a manager will face in an organizational environment. It addresses enduring issues – goal setting, audience analysis, message creation, managing meetings, diversity, giving & receiving feedback, choosing media, communicating with external audiences, communicating change, personal & corporate ethics, effective writing and speaking, and electronic communication.

Instructional Method: Required Blackboard Applications

This course will be delivered by the Blackboard online learning platform. You will be required to take an exam, post chapter homework and other work, and receive announcements on the Blackboard course website. You will also be able to Blackboard mail the instructor and each other and check your scores on the site as soon as they are posted. You can gain access to Blackboard through any one of the computer labs on campus or on your home computer.

Course materials will be presented in a combination of online instructor discussion, text readings, readings posted on Bb, power point presentations, and student directed threaded discussions.

Prerequisites: Any F100-level communication course or permission of instructor.

Support Services: The university library has reference materials on database and texts available for additional clarification of course materials.

Course Goals

This course is evenly divided between *principles* (how to communicate based on best current research) and *practice* (cases that put students in the roles of decision-makers and communicators in real business situations). Students will recognize and demonstrate communication skills based on business management-centered instruction and discussion that acknowledges that effective management communication is a critical thinking process that involves creating, organizing, selecting, and interpreting messages in a managerial context.

Student Outcomes

1. Understand how to set reasonable goals.
2. Know how to create effective oral and written presentations.

3. Know how to organize and manage meetings.
4. Know how to develop realistic options for resolving conflict.
5. Understand how to give and receive feedback.
6. Be able to effectively communicate with external audiences.
7. Understand ethics and its relationship to management.

Participation in Blackboard

This class is offered online. Posting in Blackboard is required on the Discussion Board. You must post all assignments and homework in Blackboard. Late postings will not be accepted. See schedule below. **You cannot pass this course if you fail to submit, on time, 3 or more Chapter Case Studies or you fail to participate in 3 or more Threaded discussions.** No late papers will be accepted for credit. **Threaded discussions** require a **minimum of 250 words** per session, per student. The instructor will post threads for discussion for each on line session.

Grading Criteria

Chapter Case Studies 11 @ 25 pts. =	250 pts.
Threaded discussions – 15 @ 30 pts.	450 pts.
Final Comprehensive Exam	<u>250 pts.</u>
	950 pts.

The lowest graded Case Study will be omitted (10 out of 11 case studies).

Grade criteria: +/- grading system based on percentage of total points

A+ = 97-100

A = 93-96

A- = 90-92

B+ = 87-90

B = 83-86

B- = 80-82

C+ = 77-80

C = 73-76

C- = 70-72

D+ = 67-70

D = 63-66

D- = 60-62

F = 59 and below

COURSE/PROFESSOR POLICIES AND PROCEDURES

Each week you will be required to participate in discussion exercises in Blackboard Threaded discussions. See schedule below. Threaded discussion postings are graded based on the quality of the information you provide as well as the quality of your writing and thoroughness of your answers. Your postings, homework, etc. is due by Sunday evening at midnight. The new week begins on Monday 12:01am and ends at Sunday midnight.

1. You must do the reading on time and have your books available when responding in Threaded discussions.

2. The instructor will post the Threaded discussion questions according to the schedule.
3. You must answer the questions posted by the instructor in the Threaded discussion.
4. You must summarize parts of the text, when asked by the instructor, and present a summary to the class on the Threaded discussion.
5. You must post your Case Study answers in the appropriate Bb drop box on time. Late submission will not be accepted.
6. You must complete the final comprehensive exam on Bb during its designated time. There are no make up exams.

Chapter Case Studies

Homework assignments are in the form of Chapter Case Studies, which will be due according to assigned times. No late assignments will be accepted. Writing criteria for Chapter Case Studies include:

1. Correct grammar
2. Concise and logical writing style
3. Fully developed answers to each question. Please avoid: refer to previous answer or see above.
4. At the discretion of the instructor, points will be deducted for spelling, grammatical, and syntactical errors.

Academic Dishonesty

The Communication Department refers its students to the Student Handbook concerning plagiarism and other acts of academic dishonesty. The unacknowledged use of the ideas of others is a serious offense that can result in failure, as is cheating in any form. If you are caught performing an academic dishonest act, you will receive a grade of F for the course.

Final Exam

The final exam is premised on the text and assigned Bb readings. It will consist of multiple choice, matching, and/or true/false questions.

Extra Credit: I do not offer extra credit so please do not ask for it.

Incomplete Grade Assignment: I do not issue incomplete grades.

Students with Disabilities – Please note Disability Services provide a variety of services to assure equal access for all students. Interpreting services, educational assistants, note taking, and exam accommodations for students are the most frequently provided accommodations. The staff of Disability Services works with faculty and students in arranging appropriate services in the classroom. Questions should be directed to the Director of Disability Services at (907)-474-5655. <http://www.uaf.edu/disability/>.

Tentative Course Schedule and Topical Outline – SUBJECT TO CHANGES

NOTE: Readings, homework, postings, etc. are chapter specific, however, you have a full three weeks to complete Chapters #1-8 and a full three weeks to complete Chapters #9-15.

May

26 Introduction to course and lecture materials. Review syllabus & class expectations. Online introductions. Discussion about Blackboard (Bb) course services and how to access them and submit coursework.

Reading Assignments for the weeks of May 26 - June 13:

Chapter #1 Foundations of Management Communication

Discussion threads: Overview of the Management Communication field, main school of thought, basic analytical tools, key ethical considerations, and how to serve as a credible source.

Chapter #2 Setting Goals

Homework Case Study 2.1 YELLOWTAIL MARINE, INC.

Chapter Case Study Questions: 1-7 p. 38

Discussion threads: Defining and organizing communication tasks in a general management context; clarifying goals. Goal setting for teams and groups.

Chapter Study Questions:

Reading Assignment Black Board (Bb) readings on Goal Setting.

Chapter #3 Audience Analysis

Discussion threads: Identifying, understanding, and ranking your audience.

Homework Case Study 3.1 WEYMOUTH STEEL CORP.

Chapter Study Questions: 1-5 p. 48

Chapter #4 Point of View

Discussion threads: Understanding competing motives, needs, and viewpoints; interpersonal communication.

Homework Case Study 4.1 SMITH FINANCIAL CORP.

Chapter Study Questions: 1-6 p. 58

Chapter #5 Message: Content and Argument

Discussion threads: Shaping the messages that will achieve your goal.

Homework Case Study 5.1 CUTTYHUNK BANK

Chapter Study Questions: 1-3 p. 70

Reading Assignment Black Board (Bb) on Message: Content and Argument

Chapter #6 Structure

Discussion threads: Shaping your argument to the needs of your audience.

Homework Case Study 6.1 MCGREGOR'S LTD. DEPARTMENT STORE

Chapter Study Questions: 1-6 p. 85

Reading Assignment Black Board (Bb) on Structure

Chapter #7 Choosing Media

Discussion threads: What media best convey your messages; upward and downward communication.

Reading Assignment Black Board (Bb) on Media & Public Relations.

Chapter #8 Style and Tone

Discussion threads: Delivering your messages in language suitable to your audience.

Reading Assignments for weeks of June 18-June 30:

Homework Case Study 9.1 BAILEY & WICK and answer questions XXX, due 5:00pm of class day.

Read assigned Bb readings on feedback

Chapter #9 Giving and Receiving Feedback

Discussion threads: Hearing and being heard.

Homework Case Study 9.1 BAILEY & WICK

Chapter Study Questions: 1-4 p. 133

Reading Assignment Black Board (Bb) on feedback

Chapter #10 Managing Meetings

Discussion threads: Participation and leadership.

Homework Case Study 10.1 LINCOLN PARK REDEVELOPMENT PROJECT

Chapter Study Questions: 1-6 p. 145

Reading Assignment Black Board (Bb) on leadership.

Chapter #11 Communicating Change

Discussion threads: Using communication to overcome resistance to change.

Read Case Study 11.1 HAMMERMILL PAPER COMPANY

Chapter Study Questions: 1-6 pp. 161-2

Chapter #12 Communicating with External Audiences

Discussion threads: Selling your organization's point of view to concerned Constituencies

Read Case Study 12.1 OXFORD ENERGY

Chapter Study Questions: 1-7 p. 189

Chapter #13 Diversity and Intercultural Communication

Discussion threads: Multicultural and International communication; Bb readings on Diversity and Intercultural Communication

Read Case Study 13.2 INTERNATIONAL OIL

Chapter Study Questions: 1-7 p. 199

Chapter #14 Personal and Corporate Ethics

Discussion threads: Making individual and organizational ethical choices

Read Case Study 14.2 McARTHUR PLACE

Chapter Study Questions: 1-3 p. 209

Reading Assignment for July 1: Chapter #15

Chapter #15 Electronic Communication

Read assigned Bb readings on Virtual Communication

Discussion threads: Shaping the message to the medium

July

1

Final Comprehensive Exam - will be available midnight July 1 and due 11:59pm July 1